

**Table Core Process Flow (11/6/92)**

<b>NPD/Technology Management</b>	<ul style="list-style-type: none"> <li>- basic product development</li> <li>- applied engineering technology</li> <li>- packaging machinery development</li> <li>- product toxicological evaluation</li> <li>- subjective evaluation of product</li> <li>- pilot manufacturing (fund commercialization step)</li> </ul>
<b>Order Processing &amp; Fulfillment</b>	<ul style="list-style-type: none"> <li>- manufacturing capacity planning (Facilities Planning)</li> <li>- equipment procurement (Purchasing)</li> <li>- project management for facilities and installation (Engineering)</li> <li>- direct materials purchasing (paper, tow, packaging, etc.)</li> <li>- tobacco purchasing (Leaf)</li> <li>- lighter manufacturing partner (?)</li> <li>- specify manning needs</li> <li>- inventory and distribution (Director of Distribution)</li> </ul>
<b>Organizational Capability</b>	<ul style="list-style-type: none"> <li>- train work force</li> <li>- union issues in manning/rules</li> </ul>
<b>Brand Management</b>	<ul style="list-style-type: none"> <li>- volume forecast by geography</li> <li>- design advertising and promotion program</li> <li>- packaging &amp; POS design and approval</li> </ul>
<b>Financial Planning &amp; Budgeting</b>	<ul style="list-style-type: none"> <li>- cost accounting at plant and for plant construction</li> <li>- brand accounting</li> <li>- profit planning group</li> <li>- capital evaluation &amp; financial analysis</li> </ul>
<b>Retail Distribution &amp; Visibility</b>	<ul style="list-style-type: none"> <li>- trade marketing translations of brand plan to retail</li> <li>- merchandising planning</li> <li>- assemble POS product/lighter</li> <li>- field sales force sell in</li> <li>- FSF in store placement</li> </ul>
<b>Public Perception Management</b>	<ul style="list-style-type: none"> <li>- PR plan &amp; execution</li> <li>- legal &amp; regulatory defense</li> </ul>
<b>Trademark Portfolio Management</b>	<ul style="list-style-type: none"> <li>- overall charge of the process</li> <li>- identify role in portfolio, i.e., markets and consumer segments</li> </ul>
<b>Separate Development Activity (Partner)</b>	<ul style="list-style-type: none"> <li>- Lighter design, development, production, and distribution</li> </ul>

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